

**Community Sustainability Council
Education & Outreach Subcommittee**

Meeting Minutes October 11, 2009
611 Homeland Ave

Present: Valerie Vickers, Art Davis, Rob Bencini, Phillip Gillespie & Steve Randall

The subcommittee adopted the following recommendation for the Community Sustainability Council's consideration.

The CSC should focus its initial efforts in education and outreach through the following approach. The CSC should engage and challenge the public to participate in local/regional environmental efforts through a recognition and awareness campaign. By helping to identify existing local efforts and initiatives, by helping to publicize the efforts and contributions of local individuals and organizational award recipients, and through the CSC's own efforts, the CSC can greatly advance the residents' awareness of what is happening in our community and opportunities for them to contribute.

SHORT TERM

- 1) The CSC should have a section of its website where it links to local nonprofits that have made a sustained and compelling contribution to the environmental health and wellbeing of this community (Greensboro Beautiful, etc.). The website should link to a calendar of upcoming events. The CSC should participate in local Earth Day and similar events in order to help publicize these organizations and their award recipients.
- 2) The CSC should encourage a local nonprofit to create a website that the CSC could link to that would highlight selected local environmental success stories, awards, and the recipients whether they are individuals or organizations, private or public, that have made a sustained and compelling contribution to the environmental health and wellbeing of this community.
- 3) The CSC should selectively issue its own certificates of appreciation and recognition (Green Stars) in cases where there seems to be insufficient local awareness of outstanding contributions. These awards could be annual with specific targets (Outstanding Young Citizen, etc.) and/or ad hoc awards in more "real time."
- 4) The CSC should coordinate and partner with local schools, colleges and universities such as: A&T's green buildings demonstration house; the UNCG sustainability program; and encourage GTCC to develop a green industries certificate similar to the one at Alamance Community College.
- 5) In order to reach out to local residents and commercial establishments, the CSC should include in its website a section with residential and commercial energy audit template (or a link to sites) on the Education and Outreach webpage. The CSC should pursue acquiring one or two kill-a-watt type meters for each of the branch libraries that residents can "sign out." The CSC should help to establish residential awareness programs at the city libraries and recreation centers.
- 6) Youth Energy Leadership Development Project: Youth between ages of 12--21 (middle school--college) would be identified through the Youth Council, by schools, by faith communities, and/ or neighborhood community centers to participate in leadership development around energy and sustainability. These young people would commit to taking their training and passing it along in neighborhoods, schools, faith communities, recreation centers and libraries to educate their communities about carbon footprint reduction and sustainable practices. These individuals should be trained not only to identify opportunities, but to complete the work as well.

- 7) The CSC should adopt the Education components of the Nature in the City and the Green Jobs/ Green Buildings subcommittees. In particular section # 4 of the Nature in the City Subcommittee report on education and carbon footprint, and sections 1.1 & 1.4 of the Green Building/Green Jobs report on communications and promoting local success integrates nicely with the recommendations generated by this subcommittee.
- 8) Neighborhood leaders and neighborhood organizations are encouraged to promote and advance green initiatives throughout their respective areas. Workshop and seminars will be offered to provide detailed instruction regarding energy audits and weatherization. In addition, grants will be available from the Building Strong Neighborhoods, NeighborWoods, and Greensboro Small Neighborhood Projects Programs for selected programs and projects.

MID TERM (Next Fiscal Year?)

- 1) A new Energy & Sustainability Outreach Coordinator position with the City of Greensboro is needed to coordinate all the educational/outreach efforts in reducing the carbon footprint of our community and communicating best practices for sustainable development. This person would work under the direction of the Energy & Sustainability Manager and be tasked with supporting the Community Sustainability Council's efforts. Other responsibilities could be to do "Green Moments" on Channel 13, to keep an updated website, to provide a speakers' bureau on energy and sustainability topics, and to coordinate environmental events, fairs, and awards.
- 2) A Youth Sustainable Training Program should be funded by the city to train at risk youths in practical skills in the energy and sustainability fields in jobs such as weatherization, and energy auditing.
- 3) The CSC should investigate communication tools that would allow better communication between the participating organizations and facilities.
- 4) The CSC needs to look closely at how the neighborhoods can more actively participate.